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PTO/SB/05 (12/97)

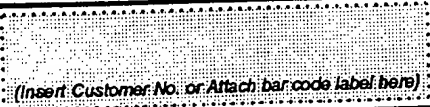
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UTILITY PATENT APPLICATION TRANSMITTAL <small>(Only for new nonprovisional applications under 37 CFR 1.53(b))</small>	Attorney Docket No.	WT-4	Total Pages	63
	First Named Inventor or Application Identifier			
	Charles Eric Hunter, et al.			
	Express Mail Label No.	EH798137296 us		

APPLICATION ELEMENTS <small>See MPEP chapter 600 concerning utility patent application contents.</small>	ADDRESS TO: Assistant Commissioner for Patents Box Patent Application Washington, DC 20231
<p>1. <input type="checkbox"/> Fee Transmittal Form <small>(Submit an original, and a duplicate for fee processing)</small></p> <p>2. <input checked="" type="checkbox"/> Specification <small>[Total Pages 49]</small> <small>(preferred arrangement set forth below)</small></p> <ul style="list-style-type: none">- Descriptive title of the Invention- Cross References to Related Applications- Statement Regarding Fed sponsored R & D- Reference to Microfiche Appendix- Background of the Invention- Brief Summary of the Invention- Brief Description of the Drawings (if filed)- Detailed Description- Claim(s)- Abstract of the Disclosure <p>3. <input checked="" type="checkbox"/> Drawing(s) (35 USC 113) <small>[Total Sheets 12]</small></p> <p>4. Oath or Declaration <small>[Total Pages]</small></p> <ul style="list-style-type: none">a. <input type="checkbox"/> Newly executed (original or copy)b. <input type="checkbox"/> Copy from a prior application (37 CFR 1.63(d)) <small>(for continuation/divisional with Box 17 completed)</small> <small>[Note Box 5 below]</small>i. <input type="checkbox"/> DELETION OF INVENTOR(S) Signed statement attached deleting inventor(s) named in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b). <p>5. <input type="checkbox"/> Incorporation By Reference (useable if Box 4b is checked) The entire disclosure of the prior application, from which a copy of the oath or declaration is supplied under Box 4b, is considered as being part of the disclosure of the accompanying application and is hereby incorporated by reference therein.</p> <p>6. <input type="checkbox"/> Microfiche Computer Program (Appendix)</p> <p>7. Nucleotide and/or Amino Acid Sequence Submission <small>(if applicable, all necessary)</small></p> <ul style="list-style-type: none">a. <input type="checkbox"/> Computer Readable Copyb. <input type="checkbox"/> Paper Copy (identical to computer copy)c. <input type="checkbox"/> Statement verifying identity of above copies	
ACCOMPANYING APPLICATION PARTS	
<p>8. <input type="checkbox"/> Assignment Papers (cover sheet & document(s))</p> <p>9. <input type="checkbox"/> 37 CFR 3.73(b) Statement <input type="checkbox"/> Power of Attorney <small>(when there is an assignee)</small></p> <p>10. <input type="checkbox"/> English Translation Document (if applicable)</p> <p>11. <input type="checkbox"/> Information Disclosure Statement (IDS)/PTO-1449 <input type="checkbox"/> Copies of IDS Citations</p> <p>12. <input type="checkbox"/> Preliminary Amendment</p> <p>13. <input checked="" type="checkbox"/> Return Receipt Postcard (MPEP 503) <small>(Should be specifically itemized)</small></p> <p>14. <input type="checkbox"/> Small Entity <input type="checkbox"/> Statement filed in prior application, Status still proper and desired</p> <p>15. <input type="checkbox"/> Certified Copy of Priority Document(s) <small>(if foreign priority is claimed)</small></p> <p>16. <input checked="" type="checkbox"/> Other: Paper Entitled "Letter accompanying" -</p>	
17. If a CONTINUING APPLICATION, check appropriate box and supply the requisite information: <input type="checkbox"/> Continuation <input type="checkbox"/> Divisional <input type="checkbox"/> Continuation-in-part (CIP) of prior application No: _____	

18. CORRESPONDENCE ADDRESS					
<input type="checkbox"/> Customer Number or Bar Code Label  or <input type="checkbox"/> Correspondence address below <small>(Insert Customer No. or Attach bar code label here)</small>					
NAME	Richard S. Faust				
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor: Charles Eric Hunter, et al.

Filing Date: December 17, 1999
(By Express Mail)

For: SYSTEM AND METHOD PERMITTING MERCHANTS
TO USE ELECTRONIC BILLBOARD DISPLAYS TO CARRY
ADVERTISEMENTS FOR PRODUCTS THAT CAN BE
PURCHASED THROUGH A UNIVERSAL, AUTOMATED
ORDER PROCESSING SYSTEM

Box Patent Application
Assistant Commissioner for Patents
Washington, D.C. 20231

LETTER ACCOMPANYING
PATENT APPLICATION FILED UNDER
35 USC §111 AND 37 CFR §1.53

Sir:

The above-identified patent application is being filed on behalf of the inventors, Charles Eric Hunter, et al., and the owner of the invention, World Theatre, Inc., a North Carolina corporation having offices at 1329 Phoenix Colvard Road, Jefferson, North Carolina 28640, under the provision of 35 USC §111 and 37 CFR §1.53.

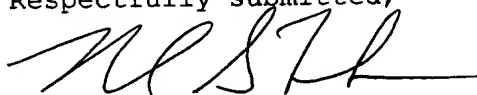
A Declaration and Power of Attorney from the inventors will follow.

Enclosed are:

- A. Specification and Claims (49 pages);
- B. Twelve (12) sheets of drawings (13 figures);
- C. Form PTO/SB/05; and
- D. Return postcard to verify PTO's receipt of application.

Please direct all communications to the undersigned.

Respectfully submitted,



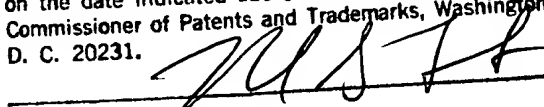
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Attorney for Applicants

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Attorney Docket No. WT-4

"Express Mail" mailing label number **EH798137296**
Date of Deposit **DECEMBER 17, 1999**

I hereby certify that this paper or fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to the Commissioner of Patents and Trademarks, Washington, D. C. 20231.



Richard S. Faust
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